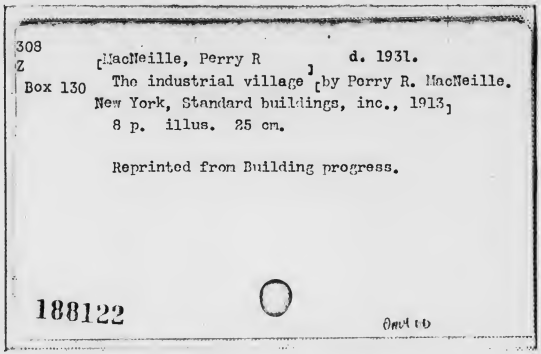
MacNeille, Perry R.

The industrial village

New York

[1913]



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THE INDUSTRIAL VILLAGE

By PERRY R. MacNEILLE

Reprint from
"BUILDING PROGRESS"

THE INDUSTRIAL VILLAGE

THE INDUSTRIAL VILLAGE

By PERRY R. MacNEILLE

Part I.—Its Necessity

THE object of a model village is not, as one friend said to me to provide nifty nests for newlyweds, nor yet to provide cozy cottages for commuters, but the principal object of the model village of to-day is to meet and overcome a condition that confronts us in the increasing difficulty of obtaining satisfactory workmen for our industrial plants.

The scarcity of labor at present has created two conditions. First, it has made a large floating class of workmen who stay only a short time in each place, leaving on the slightest pretense, and second, it has made the reliable men more particular. It has been found that the majority of these reliable men prefer to work for lower wages in towns where they can get better and more attractive homes.

High-grade skilled laborers of to-day are not content with wooden shacks in the middle of bare ground covered with refuse, cans and ashes, and will not stay in a town where the housing conditions are poor. As a result, factories situated where they are surrounded by poor living conditions can secure only the poorer class of labor, and their standards are correspondingly lower and their cost of production higher. It is not mere chance that building is cheaper in Cleveland than Pittsburgh, and that Akron is in a perpetual state of labor scarcity.

Where proper homes, clean and beautiful, and at a reasonable rent, do not exist, a wise management will provide them, as Mr. Seiberling is doing for his employees in the Goodyear works, as Mr. Dougherty is doing for the workmen in the Pittsburgh Crucible Steel Company, and as Mr. Flannery is doing for the men at Bridgetown.

There is, moreover, a by-product in maintaining model villages for our industrial plants that is of prime importance in the efficiency of factory labor. It can be shown that under average conditions, the loss of labor from sickness is 10 per cent., and that in these model villages, it becomes practically negligible, and that the death-rate in the model village is half to a quarter of what it is under ordinary conditions. It is, therefore, easy to realize that the better physical, mental, and moral condition of the men makes them more efficient workers.

From this increased efficiency, additional profits come to the employer, sometimes in so large amounts that the management feel justified in maintaining a model village at considerable expense. Lever Brothers believe it is to their advantage to maintain their village at Port Sunlight, with its annual loss of thousands of dollars, even if there were no human considerations, since they more than make up this loss in the greater capacity for work their men have. This financial loss, however, is by no means necessary.

PARK ROAD, PORT SUNLIGHT, ENGLAND.

It has been found in America, that these villages can be built and operated at a profit of at least 5 per cent. on the money invested.

In some recent investigations which I made in connection with the building of a large factory village in the middle West, it was found that the men were paying a rent of one-quarter or more of their income for relatively poor accommodations, whereas by paying one-third of their income as an instalment on the purchase price instead of rent, they could at the end of ten or twelve years own their own homes, or by paying the same rent they could be housed in comfortable and desirable quarters. Under this arrangement, a plan of insurance was worked out, whereby men that were sick or disabled temporarily were relieved of their instalment payments, and those that died before the purchase was complete, were credited the balance due so that their widows would own the home free and clear.

CIVIC CENTER, PORT SUNLIGHT, ENGLAND.

The advantages gained from these ideal villages is well known to the fore rank of our industrial captains. This

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demand for better housing conditions is so widespread throughout the country that a corporation now exists which specializes in providing homes and villages of this sort. Their reports on any proposed development are prepared by consulting experts of the highest standing, competent to pass not only upon the commercial and practical requirements, but upon the sociological as well. They design and build the streets, the water supply, the sanitary installation, and the houses, so that the factory manager is relieved of all labor and annoyance in the creation of one of these villages.

COTTAGES AT BOURNEVILLE, ENGLAND.

Part II.—Its Design

Mr. Mann, an expert in the design of houses for industrial communities, recently made a trip to England to study the conditions there. He found in Port Sunlight a delightful town, but was greatly disappointed with the general

SYCAMORE ROAD, BOURNEVILLE, ENGLAND.

STATION ROAD, EARSWICK, ENGLAND.

appearance of Bourneville. When he came to analyze these impressions, he perceived that altho the Bourneville houses were, in many instances, of better design than those in Port Sunlight, the greater charm of the latter place was due to the fact that the streets and landscape effects in Port Sunlight had been carefully studied, and so planned that every outlook was pleasing; while at Bourneville these effects had either been disregarded, or else attempted by an unskilled hand.

Mr. Mann found that these villages resembled our own model ones in the better moral tone of the inhabitants, their better health, and their greater working efficiency.

Mr. Weinrichter, a landscape designer, was recently called to Pittsburgh to consult about a new town for one of the large steel plants. I accompanied him on his inspection trip over the ground where the Company had already started in a meager way to build some houses. When he heard that their plan was to put the more expensive dwellings in the flat plateau near the factory, and the cheaper houses around the outskirts, and to make no use of the land on the steep hillsides he was amazed. He recognized that in the plateau there was a grove of trees and an embryo lake that needed merely the damming of a small stream and a little judicious planting to make a beautiful park, while the hillsides which they had thought of no use, had the possibilities of most beautiful villa sites with unexcelled views. The knowledge of an expert was necessary, however, to make this land available, for it was no easy task to so place the roads that the minimum amount of grading was required, and lots of proper shape and frontage were obtained.

At another time Mr. Weinrichter pointed out to me a development within New York City, where they were digging some four feet below the surface of the

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At another time Mr. Weinrichter pointed out to me a development within New York City, where they were digging some four feet below the surface of the

ground, to put through a boulevard. This not only entailed a large initial cost in the grading of the roads, but an equally burdensome expense against each lot to bring its surface down to the surface of the street. These expenses would have been saved by a more skillful planning of the road.

A landscape architect, in laying out these model villages, can give them not only greater beauty, but can also save in their initial cost.

While the advantages of employing a landscape architect may not always be recognized, the need of a sanitary expert is more obvious. Oftentimes the question of sickness alone warrants very considerable thought and expense even in camps that are to be only temporary. Mr. Provost, the sanitary expert charged with the supervision of the camps built for the laborers who are working on the Catskill Aqueduct, says that prior to the establishment of ideal sanitary housing on this and other similar work, preventable sickness existed to such an extent as to materially affect the progress of the undertaking, in some instances even enforcing the suspension of the work. At an additional cost of about 1 per cent. of the contract price it has been possible to house the men in steam-heated buildings, with hospitals, schools and banks adjacent, and under most sanitary and healthful conditions, so that the sick-rate has been practically nothing, and the efficiency of the men more than repaid an expense in one instance, of over One Hundred Thousand Dollars to create a village for five thousand inhabitants.

The biggest asset of these camps to the contractor lies in the same benefit that is derived from the model village; they do away with the undesirable, migratory element in that kind of labor, and attract decent married men who will stay permanently at work.

COTTAGES AT EARSWICK, ENGLAND.

"NOOK RISE," LIVERPOOL GARDEN SUBURB.

Part III.—Its Fabric

The material of which a workman's house should be built, is a question that is of first interest to one contemplating the building of workingmen's houses. The temptation too often exists to build for the present rather than for the future, and to erect any sort of building that will keep out rain and cold; but this practise leads quickly to decaying walls, increased cost of maintenance, ill-health, and inefficient labor.

On the other hand, Thomas A. Edison believes that a workingman's house should be built as solid as the eternal rock and as beautiful as a king's palace. He cannot see the inappropriateness of designing a building on a lot twenty-five feet wide, with the same variety of architectural features and exquisite detail that was used in the French palaces built in the flowery period of the Renaissance. Mr. Edison's idea is that with poured concrete houses, the only cost of elaborate ornamentation is that of making the molds, and that molds once made, thousands of houses can be poured in concrete, duplicating this beauty of design, at no greater cost than in plain concrete walls; but entirely aside from the ethical incongruity of housing a laborer in a miniature palace, the difficulty of making concrete flow into small places and the damage it sustains in removing the molds, makes the realization of his idea impossible. Concrete, at best, has its disadvantages. It transmits heat and cold, and unless of very excellent quality, transmits moisture as well. Unless it is furred, there will be condensation on the inside of the walls, causing the rooms to be damp. The forms are expensive. Those Mr. Edison planned for his concrete house would cost some Twenty Thousand Dollars, so that the economy of the individual building would be effected only when five hundred to a thousand houses very similar in design were built at one time.

Wood is a form of construction for exterior walls that deserves but little con-

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sideration, since without continual painting it will rapidly decay, and whether the money is spent in paint or in repairs, the ultimate cost of the wooden house is in a few years, greater than in one with masonry walls.

Stone is a material frequently used, but even where it is abundant it is a material that runs into money, since the character of stone work necessitates a thicker wall than is required with brick, and the labor of laying it is greater. In countries where brick is made, walls of this material have proved, all things considered, to be very satisfactory, except that they need furring on the inside the same as stone and concrete.

There has come on the market comparatively recently, however, a building material that is now very widely used. It is a new form of clay product, known as the hollow tile block. These blocks

STANDARD BUILDINGS (INC.), WORKINGMAN'S HOUSE, 367.

come in varying thicknesses, and are made with air spaces which form an insulation from heat, cold, and moisture,

STANDARD BUILDINGS (INC.), WORKINGMAN'S BUNGALOW, 365.

and therefore effect an economy in the heating of a building of from 10 per cent. to 15 per cent. The block is easily laid up, is no more expensive than brick, and strange as it may seem, in many instances is stronger than a solid brick wall. This I have seen verified in tests. The only explanation that I have heard offered is the fact that the hollow spaces in the tile gives the fire a chance to burn the clay more thoroughly, and so produces a stronger texture than in brick, where the fire can reach the outside surfaces only.

The interior partitions and floors are sometimes built of masonry construction, and are then fireproof, but in the interior of a building the use of masonry construction does not effect as great a saving in maintenance as on the exterior. The cement-finished floor has also the disadvantage of absence of elasticity, and a feeling of cold on the feet. It is for these reasons that when fireproof floors are used, they are frequently covered with a top surface of wood.

STANDARD BUILDINGS, Inc.
70 East 45th Street, New York

SCHEDULE OF COST AND RENTALS
OF
HOUSES FOR WORKINGMEN

Taxes are figured at the usual 1% of cost of house and land.

Repairs are figured at cost of one month's rent, standard practice for even less durable construction than of hollow tile.

Collection expenses at 5% of rent collected.

Sinking fund at 1½% of cost of house only. At 5% compound interest a 1½% sinking fund will repay cost of house in thirty years.

Cost House	Approx. Cost Land	Cost House & Land	Int. at 5%	Taxes at 1%	Repairs 1 Mos. rent	Coll. Exp. 5%	Sink. Fund 1½%	Annual Total Exp.	Rent per Mo.	Rent per Year	Annual Surplus
$700	$50	$750	$37.50	$7.50	$6.00	$3.60	$10.50	$65.10	$6.00	$72.00	$6.90
800	60	860	43.00	8.60	7.00	4.20	12.00	74.80	7.00	84.00	9.20
900	75	975	48.75	9.75	8.00	4.80	13.50	84.80	8.00	96.00	11.20
1000	100	1100	55.00	11.00	9.00	5.40	15.00	95.40	9.00	108.00	12.60
1100	100	1200	60.00	12.00	10.00	6.00	16.50	104.50	10.00	120.00	15.50
1200	100	1300	65.00	13.00	10.50	6.30	18.00	112.80	10.50	126.00	13.20
1300	100	1400	70.00	14.00	11.00	6.60	19.50	121.10	11.00	132.00	11.90
1400	100	1500	75.00	15.00	12.00	7.40	21.00	130.40	12.00	144.00	13.60
1500	100	1600	80.00	16.00	13.00	7.80	22.50	139.30	13.00	156.00	16.70
1600	125	1725	86.25	17.25	13.50	8.10	24.00	149.10	13.50	162.00	12.90
1700	125	1825	91.25	18.25	14.00	8.40	25.50	157.40	14.00	168.00	10.60
1800	125	1925	96.25	19.25	15.00	9.00	27.00	167.50	15.00	180.00	12.50
1900	125	2025	101.25	20.25	15.50	9.30	28.50	174.80	15.50	186.00	11.20
2000	150	2150	106.25	21.50	16.00	9.60	30.00	183.35	16.00	192.00	8.65
2100	150	2250	111.25	22.50	16.50	10.00	31.50	191.75	16.50	198.00	6.25
2200	150	2350	116.25	23.50	17.00	10.20	33.00	199.95	17.00	204.00	4.05
2300	175	2475	123.75	24.75	18.00	10.80	34.50	211.30	18.00	216.00	6.20
2400	175	2575	128.75	25.75	19.00	11.40	36.00	220.90	19.00	228.00	7.10
2500	200	2700	135.00	27.00	20.00	12.00	37.50	231.50	20.00	240.00	8.50
2750	250	3000	150.00	30.00	22.00	13.20	41.25	256.45	22.00	264.00	3.55
3000	300	3300	165.00	33.00	24.00	14.40	45.00	281.40	24.00	288.00	6.60
3250	350	3600	180.00	36.00	26.00	15.30	48.75	311.55	26.00	312.00	.45
3500	350	3850	192.50	38.00	27.50	16.20	52.50	327.20	27.50	334.00	2.80

(Prepared by Edward L. Kellogg, Director of Sales)

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1500	100	1600	80.00	16.00	13.00	7.80	22.50	139.30	13.00	156.00	16.70
1600	125	1725	86.25	17.25	13.50	8.10	24.00	149.10	13.50	162.00	12.90
1700	125	1825	91.25	18.25	14.00	8.40	25.50	157.40	14.00	168.00	10.60
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2300	175	2475	123.75	24.75	18.00	10.80	34.50	211.30	18.00	216.00	4.70
2400	175	2575	128.75	25.75	19.00	11.40	36.00	220.90	19.00	228.00	7.10
2500	200	2700	135.00	27.00	20.00	12.00	37.50	231.50	20.00	240.00	8.50
2750	250	3000	150.00	30.00	22.00	13.20	41.25	256.45	22.00	264.00	3.55
3000	300	3300	165.00	33.00	24.00	14.40	45.00	281.40	24.00	288.00	6.60
3250	350	3600	180.00	36.00	26.00	15.30	48.75	311.55	26.00	312.00	.45
3500	350	3850	192.50	38.00	27.50	16.20	52.50	327.20	27.50	330.00	2.80

(Prepared by Edward L. Kellogg, Director of Sales)

THE BUILDING OF NEW TOWNS is becoming of more frequent occurrence in recent years because of the concentration of large industries in new centers, and also of the improvement of suburban transportation. Thus has been created the need of specialists who have given much study to the question of housing and who can lay out, design and build such towns in the most scientific, artistic and economical manner.

STANDARD BUILDINGS, INC. has on its consulting staff the ablest Architects, Town Planners, Engineers, and Landscape Gardeners, for it is only by the expert services of all combined that the best results can be obtained. It has also a building organization capable of carrying out the work rapidly and at low cost.

It has been found that without a clear and personal knowledge of local conditions, rate of wages, nationality and living habits of employees, an intelligent plan and estimates cannot be prepared.

Where, therefore, a field for its work is indicated by an individual, corporation or community, it is the custom of Standard Buildings, Inc. to send a representative of ability and experience to look over the ground and make a report, stating its recommendations and the approximate cost of carrying them out. This service is free, except for the cost of travelling expenses. If, after this report is made it is then decided to go further into the matter, our experts at a moderate cost prepare plans and specifications for the work, or where our Standard plans fully meet the requirements, these are used, and a figure quoted at which we will do the work.

Most corporations and communities find full employment for their funds in extending manufacturing operations or in local improvements, and as it is very desirable that these civic developements be self-supporting, a part of the problem is to devise some practical plan to finance such houses until the working men can pay off a fair equity, in installments.

INTENTIONAL SECOND EXPOSURE

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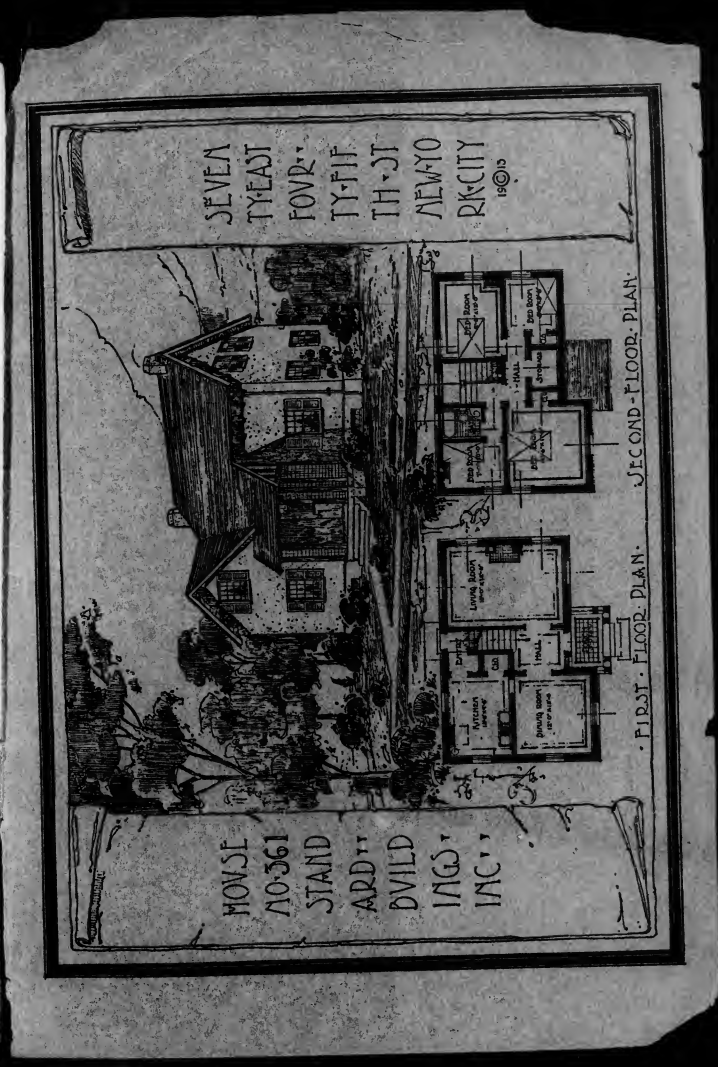

SOME QUESTIONS ASKED

by those who are

To Build an Industrial Village

PREAMBLE

Large manufacturers and progressive communities are turning their attention to the wise business policy—and even the necessity—of providing well designed and solidly constructed houses for their workingmen. In England, the artistic excellence secured in these model villages has a real demonstrated money value, which is entirely due to the fact that the best of designers were employed. The majority of the attempts in this country, however, lack an equal esthetic merit. Have you thought why this is so?

Who knows about them?
What cost is involved?
What return is gained?

* *

How are they financed?
What conditions make them desirable?
Where should they be located?

* *

How to proceed in building?
Land—Streets—Public Utilities?
Houses?

* *

Requirements for foreigners and natives?
Co-partnership or independent ownership?
From what source can this matter be presented completely, clearly and concisely?

ANSWERS

Only by the harmonious co-operation of Architects, Engineers and Builders, can the many difficult situations in building undertakings be adequately met, and the result made an industrial and financial success. We have showa that it is entirely possible, through co-operation of our experts, to design and build houses with beautiful lines and durable construction within the means of even the day laborer. Construction proceeds rapidly under our own force of skilled men, who carry the work through within a guaranteed cost, and our estimates are backed up by ample financial ability to execute.

STANDARD BUILDINGS, INC.

Designers and Builders of Model Villages for Workingmen

70 East 45th Street - NEW YORK

END OF
TITLE